May 4, 2011  
Team B   
GM600 Meeting Notes

**Description:**

The team will work together to create a business plan for a healthy, fast food alternative that will provide the target market with a variety of sandwiches, wraps, and soups. The menu will offer organic vegetables in all of the meal options. Our company will showcase specialty, freshly baked breads for its products. The restaurant will offer the convenience of a drive-thru window as well as restaurant seating.

**Company Details:**

* The company will have one location in Portland, OR
  + As part of the 5 year plan, the business plan will discuss the addition on another location in Portland. To keep the plan realistic, it was determined that our goal would not be to create a global franchise but rather to start a business that is lucrative yet manageable.
* A location will be selected in the vicinity of downtown/west Portland
  + The property will need to have the capability to accommodate a drive through and have a parking lot
  + A possible lease option will be discussed further to free up any down payment funds

**Menu Options:**

* Freshly made buns, mini bread loaves will be the companies signature item
  + Customers will have the option to come in and purchase the products
  + Our products will be packaged in a unique paper box with the business logo on the side and a string for a handle
* Sandwiches, wraps, sweet potato fries, signature sandwich, grilled sliders
* The business will feature Tillamook cheese as an approach of “keeping it local”

**Marketing Ideas:**

* The target market will consist of people who want the ease of fast food, but do not want to eat the unhealthy meals
* This will more or less be a “Whole Foods” with a quick drive through
* Tina’s son is a student at a graphic design school. He can help us design a professional and unique logo
* Possible slogans: Something different
* The business will showcase the nutrition facts of all of the meals. “We are proud of our nutrition facts! Come on in and see for yourselves”
* Business Name: The GM group will have a name selected and presented to the group by Saturday